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(56) Documents Cited
GB 2135536 A US 4514725 A US 4237449 A

(58) Field of Search
UK CL (Edition Q) G4F FAA FAB F14 , G5C CAB CAD
INT CL⁶ G08B 5/02 5/36 5/38 , G09F 3/00 9/30 9/307
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On-line: WPI, EPODOC, JAPIO

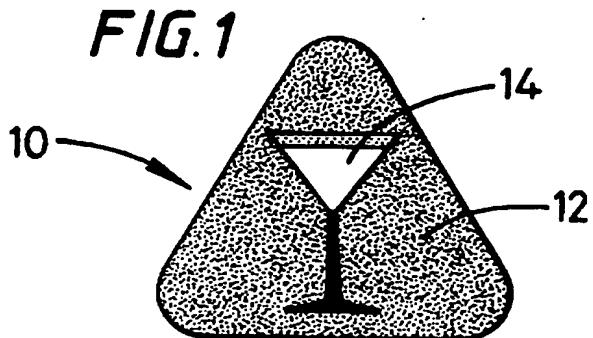
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(54) Abstract Title

Acoustically activated device

(57) A marketing device for displaying predefined information in response to a predefined signal being detected. The device is obtained from a retailer and worn as a badge while at the cinema or while listening to the radio or TV. When a specific advert is broadcast the badge interprets part of the sound track and activates the display on the badge. The displayed information may be an advertisement or a message. The predefined signal may be broadcast by a commercial broadcasting means, such as a television or radio.



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Application No: GB 9907626.7
Claims searched: 1-21

Examiner: John Betts
Date of search: 20 August 1999

INVESTOR IN PEOPLE

Patents Act 1977
Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.Q): G4F (FAA, FAB, F14) G5C (CAB, CAD)

Int Cl (Ed.6): G09F 3/00 9/33 9/35 9/307 9/30 ; G08B 5/02 5/36 5/38

Other: On-line: WPI, EPODOC, JAPIO

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
X	GB2135536 A (Wobbot Int) whole document	1-3, 6-9, 17,19-20
X	US4514725 (Bristley) whole document	1-3,11,16 17, 19
X	US4237449 (Zibbell) whole document	1-3, 17,19

X	Document indicating lack of novelty or inventive step	A Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E Patent document published on or after, but with priority date earlier than, the filing date of this application.

INTERNATIONAL SEARCH REPORT

Int'l Application No
PCT/GB 99/04354

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 G09F27/00 G09F9/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 7 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	FR 2 564 227 A (FLINOIS JEAN) 15 November 1985 (1985-11-15) the whole document	1-20
Y	WO 94 22127 A (ENDERS REINHARD) 29 September 1994 (1994-09-29) the whole document	1-20
P, X	GB 2 329 503 A (ROBINSON ALAN WILLIAM) 24 March 1999 (1999-03-24) page 8, line 2 - line 9; claims; figures	1, 13
A	FR 2 458 857 A (VERDIER LOUIS) 2 January 1981 (1981-01-02) claims; figures	1
		-/-

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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